

Expand Multiple Toronto Runs

By JAY L. SMITH



One of the most delightful, and completely entertaining motion pictures that it has been my good fortune to see in the past 12 months, is Metro-Goldwyn-Mayer's screen adaptation of the Pulitzer Prize play, "Teahouse of the August Moon", which will be opening in key theatres across Canada for the Christmas Holiday.

From a comedy standpoint, I know that I have not enjoyed one-half as many laughs from any picture since "Mr. Roberts", but even apart from the humorous aspects of the picture, it is sheer entertainment from prologue to epilogue.

Some of your patrons may find it difficult to adjust their minds to seeing Marlon Brando made-up as an Okinawan native, speaking pidgin English one minute, and apparently fluent Japanese the next. But once they can get over the initial shock of seeing the rough and rugged hero of "On The Waterfront", and "A Streetcar Named Desire" in this type of role, I think they will agree that his versatility alone is almost certain to gain him at the very least the nomination for another Oscar.

His role in "Teahouse" is entirely different from anything he has attempted before, a far departure even from his Damon Runyon characterization in "Guys and Dolls", but to me he made the role thoroughly believable, and at no time was I aware or conscious of the fact that it was Brando playing "Sakini".

However, just as comedy is only one factor that makes "Teahouse" such an entertaining picture, so Marlon Brando is only one of the players that score impressively in the picture. Glenn Ford, another

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Nine Theatres Hooked Up For New First Run Combination

Toronto: Nine Toronto theatres, seven of them belonging to N. A. Taylor's 20th Century circuit, will be tied together as a first-run outlet within the next few weeks, it was disclosed here this week. One Famous

Players suburban theatre, the Oakwood, and one B & F theatre, the Century, will join with Taylor's Downtown, Glendale, Scarboro, State, Westwood, Midtown and Odeon-Parkdale, to make up the nine-theatre saturation booking.

While booking and advertising for the F-P house and the B & F house will be handled by 20th Century Theatres, it is stated that operation and management of the

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Que. Children To See "Ten Commandments"

Montreal: Cecil B. DeMille's "The Ten Commandments", which will open at the Capitol Theatre in Montreal December 21st, has received dispensation from Quebec so that the children of that Province may witness this film masterpiece. Ads in the Province will be headed "For The Entire Family".

Odeon, Fox and Famous In Legal Hassle Over 'Scope "Oklahoma!"

Toronto: The benign atmosphere which prevailed through the Motion Picture Industry Council meetings two weeks ago, as a result of the improved relationship between exhibitors and distributors was rudely shattered this past week with the news that Odeon Theatres of Canada have gone to the Supreme Court of Ontario to restrain 20th Century-Fox from releasing the CinemaScope version of "Oklahoma!" to any other exhibitors in Canada before the Odeon circuit. The picture was booked to open in a number of key Famous Players theatres across Canada within the next few weeks.

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Todd AO & Cinerama Still Going Strong

Toronto: "Oklahoma!" in Todd AO has completed the 30th week of its engagement at the Alouette Theatre, Montreal. The Toronto engagement at the Tivoli has rounded out its 32nd week. "Cinerama Holiday" has had its 36th week at the Imperial Theatre, Montreal, which is the only house in Canada where it is being shown.

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Exhibitor Building Big Shopping Center

Regina: Work has started on a \$400,000 shopping centre in Regina, a venture of Nipawin Theatres, Ltd. Leonard Reinhorn is president. The centre, to be completed next summer, will be a one-storey structure covering an area of 23,000 square feet. There will be hard-topped parking space for 200 cars. Plans are for the centre to include a supermarket, barber shop, beauty parlor, dry cleaning establishment, shoe repair shop, flower shop, restaurant, drug stores and hardware store.

Vancouver Pioneers Elect Ivan Ackery

Vancouver: The Vancouver Branch of the Canadian Picture Pioneers, at their annual meeting and dinner held at the Devonshire Hotel last week, elected Ivan

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Winnipeg Picture Pioneers Hold Annual Meeting, Dinner & Dance

Winnipeg: The Winnipeg Branch, Canadian Picture Pioneers, held their annual meeting, dinner and dance at the St. Charles Hotel, on Monday, December 3rd. Hy Swartz, President of the Branch, gave a

report on the meetings held in Toronto during the week of November 19th, and also displayed the award won by the Winnipeg Branch for outstanding work during 1956. The financial report, and various committee reports were also read at the afternoon meeting, and the


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Five From Figaro For UA Release

New York: Figaro, Inc., will produce five motion pictures in 1957 for United Artists release, it was announced recently by Robert

(See FIGARO'S FIVE Page 4)

Jack Cohn, Columbia Vice-President, Founder and President of the Motion Picture Pioneers, Dies Suddenly in New York. Entire Industry Mourns His Passing.



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VAN. PIONEERS

(Continued from Page 1)

Ackery, Orpheum Theatre manager, as President for 1957. Don Foli of the Studio is the new Vice-President and re-elected is Jimmy Davie of International Film Distributors as Secretary-Treasurer. Past President is Hank Leslie, also of the Orpheum staff.

Art Graburn of Odeon Theatres acted as toastmaster for the dinner, which was a most successful affair. New members inducted included Frank Soltice, manager of the Pines Drive-In at Penticton, who started in show business in Calgary, and Shirl Wilson, manager of Perkins Electric for Western Canada, who joined the business originally in Trail, B.C.

Top Band Signed For MGM Feature

Hollywood: Ray Anthony and his orchestra have been signed by MGM to appear in "This Could Be The Night" and to play the numbers for Julie Wilson and Neile Adams. Also starring in the picture are Jean Simmons, Paul Douglas, Joan Blondell and Anthony Franciosa. The comedy-drama, produced by Joe Pasternak, is being directed by Robert Wise.



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Across the Country

Toronto

Manager Bill Burke of the Capitol Theatre at Brantford had the benefit of an impressive tie-in for the engagement of "Love Me Tender" when the Anguish Television and Records Store ran a full-page advertisement in the Brantford Expositor with a big-type boost for the picture and the recordings of Elvis Presley. A large Presley illustration occupied the full length of the page. For the Saturday morning show Burke conducted a draw among the young female patrons for the life-size Presley cutout in the theatre lobby.

After playing an extended run at the Famous Players' Capitol Theatre, Windsor, "Giant" moved over to the Park Cinema where it continued for a fourth week in the Border City.

The drive is on at chain units as well as at many independent theatres for the sale of books of admission tickets as Christmas gifts and the early response is reported to be satisfactory in numerous situations, particularly in the larger centres of population.

Winnipeg

"Giant," holding up to all advance notices, has gone into a fourth week at the Capitol, Winnipeg.

New sound equipment has been installed in the Rex Theatre, Cabri, Sask., while the Community Co-op Theatre at Fir Mountain, Sask., has installed complete new theatre equipment. Both handled by Dominion Sound Equipments.

More than 800 members of Winnipeg's school safety patrols had a special treat Saturday morning, December 1st, as they attended a moving picture show at the Garrick Theatre as guests of the Winnipeg Free Press.

The Globe Theatre, LaFleche, Sask., has changed hands with A. Vallou of the Gaiety Theatre, Gravelbourg, Sask., taking over from Eldon Flynn.

Mr. and Mrs. E. Parobec take over the Grand Theatre, Preeceville, Sask., from Alvin Hart, as of December 3rd.

Mr. Palmer and son, of the Royal Theatre, Dryden, Ont., were visitors to Film Row. Also Mr. Whelpton of the Rex, Rivers; A. E. MacLean, of the Gaiety, Rainy River, Ont., and J. Todd, of the Princess Theatre, Morris, Man.

The Beacon Theatre, Winnipeg, opens for three days this week for the showing of a Ukrainian feature—"Cossacks in Exile."

Vancouver

First snow and cold spell took their toll this week, with business at the downtown first-runs off quite a bit from normal. Best of the new entries is "A Cry in the Night" at the Strand. "Giant," in its third week at the Orpheum is holding strongly, and stays for a fourth. "Love Me Tender" played ten days at the Capitol; trouble was the picture had to depend too heavily on teenagers for bulk of the trade, and there have not been enough of these youngsters around to do smash biz. A special "Girls Only" matinee at 9 a.m. Saturday did okay, playing to around 1750 teenage girls.

The Cascade Drive-In at Burnaby is the lone ozoner in the province open now, and it will fold for the season at Christmas, after a below-average season.

Mabel Grant, local booker for Astral Films, was the winner of \$250 recently on a local radio quiz.

'PEG PIONEERS

(Continued from Page 1)

general opinion was that the Winnipeg Branch had had a good year.

Executives and directors elected for the coming year are as follows: Immediate Past President, J. Biggerstaff; President, Hy Swartz (re-elected for a second term); 1st Vice-President, Abe Feinstein Secretary - Treasurer, D. Walk. Other directors include Harry Hurwitz, Bob Hurwitz, Charlie Krupp, Dave Rothstein, Sam Swartz and Syl Gunn, all of Winnipeg, and Duane J. McKenzie, Estevan; A. E. MacLean, Rainy River; G. Miller, Wynyard; and J. Todd, Morris.

In the evening the annual dinner and dance was held. Guest speaker at the dinner was Mr. Edward Cass, permanent chairman of the Community Chest of Winnipeg. Included among the head table guests were Mrs. J. Miles, widow of the late Jake Miles, and Mrs. H. Miles, widow of the late Harry Miles.

A presentation was made to Charlie Krupp, on behalf of the Motion Picture Picnic, of which he was chairman.

Arrangements have already started for the many events slated during the coming year, the first to be the Fifth Annual Bonspeil.

"The Brothers Rico"

Hollywood: Richard Conte, who recently completed a co-starring role with Judy Holliday in the comedy, "Full of Life", will return to Columbia to head the cast of "The Brothers Rico" in the highly dramatic role of a man trying to escape mob vengeance and lead a life of his own. The William Goetz production will be directed by Phil Karlson. Lewis J. Rachmil will produce.

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On the Beam

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actor who has achieved his biggest success in virile, rough-and-ready roles, gives the greatest performance of his career as the somewhat bewildered, but ever-willing "Captain Fisby". His way of attempting to bring the message of Democracy to the Okinawan natives, is a gem of characterization. His portrayal reminded me very much of Melvyn Douglas, when the latter was at his comedy peak.

Machiko Kyo, beautiful Japanese actress, is as lovely as any Hollywood star, and she gives to her role a freshness that is a welcome relief from the usual movie star type. Her failure to use any English words except "Hot Water" throughout the picture, enhances her charm rather than detracts from it.

Eddie Albert, always a capable performer, who recently turned in a tremendous acting chore in UA's "Attack", comes up with another performance that is bound to boost his stock still higher. Paul Ford, who took over the role slated for the late Louis Calhern, is a riot as the C.O. who tries to run things according to the book. The only drawback in respect to Ford's portrayal, is that his presence makes you expect an appearance by "Sergeant Bilko" at any minute. Another good bit is offered by Henry (Harry) Morgan as an orderly.

In addition to the American players, and the Japanese feminine star, there are some really terrific character roles portrayed by some top Japanese actors. The names are unfamiliar, but the dramatic ability of these players is certainly unquestioned. One elderly man in particular, reads his few lines in such a way as to make his role one of the high spots of the picture.

One of the most amazing features in connection with "Teahouse of the August Moon" is the brilliant manner in which the American and Japanese craftsmen worked together to make this picture. The facilities of Japan's largest motion picture producing company were put at the disposal of M-G-M when the company was on location, and the technical crew made a notable contribution to the ultimate success of the film.

Much of the credit for the entertainment qualities of the picture, of course, must go to producer Jack Cummings, director Daniel Mann, and John Patrick, who wrote the original play from Vern Sneider's book, and who adapted his own screenplay. The Metro-

\$54,500 Paid Out In Ottawa Foto-Nites

Ottawa: In celebrating the third anniversary of Foto-Nite at six theatres in Ottawa, the announcement was made that \$54,500 had been paid out in awards to date there. The six co-operating theatres are the Centre, Linden, Somerset, Mayfair, Francais and Eastview, where the latest offer was \$4,000. At Toronto the 16 Foto-Nite theatres had paid \$90,000 to date and the newest offer stood at \$5,700.

FIGARO'S FIVE

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Lantz, vice-president of the independent film-making organization.

Lantz concurrently reported that Figaro has signed novelists Marion Hargrove and Merle Miller to writing contracts.

The five features to go before the cameras next year include "Top Dog", "Commencement" and "Border Trumpet", all to be produced by Walter Wanger. The others are "The Quiet American" and "Santo Cowboy", both to be written and directed by Joseph L. Mankiewicz.

"Top Dog", based on David Karp's "Good Old Charley Faye", will be written for the screen by Merle Miller. Marion Hargrove, author of the best-selling "See Here Private Hargrove", will write "Commencement", based on an original idea.

"The Quiet American", film version of Graham Green's best-selling novel of the same title, is scheduled to start location production next January in Saigon, Vietnam. Claude Dauphin was recently signed for a co-starring role.

color lensing of John Alton is another feature that rates special mention, as does the art direction of William A. Horning and Eddie Imazu. All are of Academy Award calibre.

"Teahouse of the August Moon" is a picture with a message, namely that Democracy is not something that can or should be shoved down anyone's throat in a prefabricated pattern. However, unlike most such pictures, it is first and foremost entertainment; the message is strictly secondary, and never allowed to interfere with the entertainment values of the film.

As holiday fare for the entire family, and for booking for many months ahead, I most highly recommend "Teahouse of the August Moon". It should rank with "The King and I" as one of the year's biggest box-office successes.

QUATI Re-Elect All Executive Officers

Montreal: At its annual meeting held recently at Ruby Foo's Restaurant in Montreal, Quebec Allied Theatrical Industries retained Doris Robert of Granby as President for another year, as well as returning to office J. Arthur Hirsch as Honorary President, Leo Choquette as Vice-President, Bill Lester as Chairman of the Executive Committee, Bill Elman as Secretary, and George Arnott, treasurer.

Other directors include Joseph DeSeve, Len Jones, Charley Magan, Basil Salamis, Art Bahen, Johnny Ganetacos and George Destounis.

At the annual meeting it was decided to approach the Provincial Government on changing the laws which forbid children under 16 from attending regular theatres. An effort will be made to have the Quebec Government reduce the age limit to 14, since it is apparently impossible to secure blanket approval for all ages.

An appeal will also be made by QUATI to the Provincial Government for a repeal of the amusement surtax on tickets costing \$1.00 or less, and a lowering of the amusement tax from 10 per cent to 8 per cent on admissions of .75c and under.

No successor has been named as yet for the post of executive-secretary, from which Charles Bourassa retired last year.

"The Desk Set"

Hollywood: Joan Blondell has been signed to a top role in 20th Century-Fox's "The Desk Set", which co-stars Spencer Tracy and Katherine Hepburn. Walter Lang will direct the screen adaptation of the smash Broadway comedy hit, which got underway early this month at the 20th-Fox Studios.

ODEON SUES

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An interim injunction was granted to the plaintiffs (Odeon) last week, and hearing on the case was scheduled for this Wednesday. Famous Players have been made a party to the suit, and the order restrains them from showing the CinemaScope version of the picture for the present, at least.

Case involves the split between Odeon and Famous Players on 20th Century-Fox CinemaScope product, which has been in effect for the past three years, and which was revised just this year. While the terms of the deal are not available for publication, it is common knowledge in the trade, that the split gives Famous Players two-thirds of Fox's CinemaScope releases, and Odeon one-third, according to the Fox release schedule.

Odeon claim that the CinemaScope version of "Oklahoma!" falls in their side of the split, while 20th Century-Fox executives argue that the picture belongs in the F-P group. Famous Players are caught in the middle, with their booking schedules shattered.

Odeon and Famous Players have had little conflict since the Odeon circuit was formed a number of years ago. Virtually no employee raiding has taken place, although a number of Odeon employees at one time did work for Famous Players. Battle between the two for the moviegoers' dollars has been exceptionally clean at all times, with both circuits depending upon the showmanship ability of their managers to attract the patrons. Even now, Odeon officials are quick to state that they have no quarrel with Famous Players, that their differences of opinion is with Fox.

One thing Fox must be happy about, "Oklahoma!" must really be an important picture or Odeon would never have gone to court over it.

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MULTIPLE RUNS

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Oakwood and the Century will remain with their respective circuits.

The nine-theatre combination incorporates slightly over 9,000 seats, with the two largest being the Oakwood, 1,393, and the Century 1,354. Twinex's Downtown, flagship of the 20th Century circuit, has a seating capacity of 1,059, and is situated at Yonge and Dundas, just half a block from the Imperial.

In the past, Twinex have operated the Downtown, Glendale, Scarborough, State and Westwood as a five-theatre first-run combo, while the Midtown and the Odeon-Parkdale have been combined with the Bayview and during the past season, the drive-ins, for a second-run block. It is understood that under the arrangements made between Famous Players and Twinex, product which previously went to the Midtown, etc., under contract for second run, will now be available to Famous Players second-run, giving them considerable more product strength for their Shows-of-the-Week, which have proven such a tremendous success in the F-P suburbs.

For those unfamiliar with the theatre scene in Toronto, considerable confusion might be occasioned by the reference to the Odeon-Parkdale, as a Twinex house. This theatre is a 752-seat suburban house, formerly owned by Joe Garbarino, and operated for many years as an independent theatre; it was known as the Odeon, long before the Odeon Circuit was formed in Canada by the late N. L. Nathanson, whose son, Paul Nathanson, later sold out to the Odeon Circuit of England and J. Arthur Rank. When the Odeon Circuit built their flagship, the 2,300-seat Odeon-Toronto, or Odeon-Carlton as it has variously been known, an attempt was made to buy out the name of Odeon from Joe Garbarino, so as to avoid any confusion. But Joe wouldn't sell, and the little theatre on Queen St. W. still retains the Odeon label, although it is now referred to as the Odeon-Parkdale, to avoid confusion with the other Odeon theatres now in operation in Toronto.

With Shea's Theatre now definitely set to close some time in January, and with "The Ten Commandments" having taken a virtual lease on the University, and the Tivoli tied up indefinitely with "Oklahoma!", and with the Todd-AO version of "Around the World in 80 Days" scheduled to follow at the Tivoli, the Toronto first-run

pattern is finally shaping up as follows:

Famous Players will have the Imperial Theatre as their key first run house, with the Hollywood-Palace - Runnymede three-theatre block substituting for Shea's. The Eglinton, currently playing the moveover of "War and Peace" alone, will tie-up with Taylor's Towne Cinema next week-end, for Allied Artists' "Friendly Persuasion", but no definite plans for the Eglinton booking arrangement have been announced after the Gary Cooper picture, which is expected to run several weeks.

The third outlet for first-run product in which Famous Players are affiliated is the 9-theatre group referred to at the beginning of this report, and, of course they have the operation of the University and the Tivoli.

Odeon Theatres have the Odeon-Toronto and the Odeon-Fairlawn as a combo, frequently joined by the Odeon-Danforth, Odeon-Humber and the Colony. Their second outlet for first-run product is a combination of the Odeon-Hyland and the Odeon-Christie.

Loew's use Loew's Downtown and the Uptown as a combination for the biggest pictures, while splitting the two theatres up for less important films.

One other downtown theatre, Ben Okun's Biltmore provides an outlet for a number of first-run action pictures.

While the nine-theatre combination first-run outlet may provide a print problem for the distributors, if the set-up proves itself gross-wise, the distributors will be happy enough to juggle their prints in order to arrange the bookings. Prints can always be brought in from other branches to take care of the first-run in Toronto, and then shipped back immediately after. This is already being done with Famous Players' Shows-of-the-Week, which have played at as many as eight F-P suburban houses day-and-date.

With the loss of the Palace and Runnymede for the Shows-of-the-Week, it is likely that these two theatres will be replaced by B & F's Prince of Wales and Beaver, with the possible addition of the same circuit's Donlands, if prints are available. This would make a nine-theatre second-run combo, comprising the Alhambra, Beach, Beaver, Capitol, College, Donlands, Parkdale, Prince of Wales and St. Clair. This combination would give out a total of 9,746 seats, some 730 more than the nine-theatre first-run combination.

Variety Committee Chairmen Named

Toronto: Dan Krendel, 1st Assistant Chief Barker for Variety Club Tent No. 28, has been named by Chief Barker Nat Taylor as Chairman of the important Fund-Raising Committee for the Toronto club for 1957. Chet Friedman, recently-elected Property Master of the Tent, who did such a terrific job last year as Chairman of the Souvenir Program Committee for the annual baseball game, will again head that committee next year, in addition to serving as publicity director for the Club.

Other committee chairmen named by Taylor include 2nd Assistant Chief Barker Jack Fitzgibbons, Liaison with Variety Village; Jimmy Nairn, Public Relations; Rube Bolstad, Finance; Len Bishop, House; Myer Axler, Production and Entertainment; Johnny Kurk, Out-of-Town Fund-Raising; Al Troyer, Movies for Shut-Ins; Ben Granatstein, Sick & Welfare and Village Visits; Phil Stone, Ceremonial Barker, with Larry Mann as the alternate; Ben Halter, Press Clipping Library; Clare Appel, Liaison, Women's Committee; Joe Bermack, Telephone; Ralph Dale, Membership. Heart Fund Trustees are Dave Griesdorf, Harry Mandell, Billy Summerville, J. J. Fitzgibbons, Sr., Conny Smythe and Jack Kent Cooke.

NFB's "The Pony" To Be Telecast On Xmas

Montreal: The National Film Board announced last week that its film, "The Pony", will be telecast on the trans-Canada network of the CBC on Christmas Day from 5.30 to 6.000 p.m. The film is a story of two children on a Saskatchewan farm and their keen desire to have a pony. It culminates with the children receiving the pony as a Christmas gift. It is a subject for the whole family.

Canadian Actor To Star In Brit. Film

Toronto: Arthur Masse, Canadian actor son of Rev. and Mrs. E. A. Masse, has been signed to a five-year contract with MGM British Studios and Ealing Films Limited and will shortly travel to England for the making of a feature dealing with the Dunkirk evacuation in the Second World War. He has appeared in one J. Arthur Rank picture, "High Tide at Noon". His father is pastor of the French Baptist Church in Ottawa.

Art Milligan Heads IATSE Local 173

Toronto: At the annual election of officers for Local 173, Toronto Motion Picture Projectionists' Union, a complete new slate was elected, with Art Milligan of the Imperial, succeeding Jimmy Sturgess of Shea's as President. Lou Lodge, of the Casino Theatre, succeeded Pat Travers as business agent for the Local.

New vice-president is Sam Wells of the Uptown, new secretary-treasurer is George Jones of the Tivoli, and new recording secretary is Graydon Hulse of the Hyland.

Other members of the Board include Roy Wilson, Biltmore; Bill Hills, Plaza; Dave Siegel, Casino; and Gus Demery, Uptown. Board of Trustees include Jack Harris, Rio; Hilliard Gray, Allenby; and Bill McCaul, Broadway. Sergeant-at-arms is Russ Sturgess, Biltmore, Weston, with George Robinson, Imperial, as the tyler.

CHUM Promotion Plug For "River Plate"

Toronto: Odeon Theatres, Kresge's and CHUM-1050, have united on a promotion for the upcoming JARO film, "The Battle of the River Plate".

Phil Stone of CHUM-1050 is currently broadcasting his 2.00 to 4.00 p.m. daily "Main Street, Toronto" program from a window of Kresge's, Carlton and Yonge. Customers making purchases at the various Kresge counters during Stone's stay are given a letter from the word "Kresge's" at each counter, and when they have completed that name, turn it in for a free guest ticket to see "The Battle of the River Plate."

A young lady dressed as a Santa Clause elf is stationed at the Kresge toy counter to give out the free guest tickets.

Ty Power Heads Cast

Hollywood: Tyrone Power has been signed by Arthur Hornblow, Jr. to head the all-star cast of "Witness for the Prosecution", the Agatha Christie stage hit which will be produced by Hornblow and Edward Small in association with Tyrone Power and Ted Richmond's Copa Productions, Inc., for United Artists release.

The film will be directed by Billy Wilder and shot for the most part in Hollywood, although camera crews have been shooting interiors and exteriors in and around London for the past few months.



Photos (1) to (5) by Toronto Daily Star staff photographer. Photos (6) to (10) by Toronto Telegram staff photographer. Headlines from the various editions of the two Toronto evening newspapers, Saturday, December 1st,